

Customer

Western Union
Foundation

Industry

Non-Profit



Reve Marketing's technical expertise, strong partnership and creativity helped us launch our first-ever Facebook profile-swapping campaign to raise awareness and funds in support of refugees across the globe. This program – which is groundbreaking for us – is more engaging and technologically advanced than other marketing campaigns we've done in the past.

— **Elizabeth Roscoe**
Western Union Foundation's
Executive Director



OBJECTIVE

Western Union Foundation (WU Foundation) wanted to create a digital cause marketing program to humanize the global refugee crisis, create a social impact, and build brand awareness. As part of the program, the WU Foundation also donated \$50,000 to organizations offering programs to support refugees and displaced persons. See [press release](#) and [promotional video by Forest Whitaker](#), actor and founder of the Whitaker Peace & Development Initiative, a WU Foundation refugee empowerment and #IAmMore partner.

SOLUTION

Reve Marketing leveraged their technical expertise to develop this unique program end-to-end for the WU Foundation. Participants could show support for the cause by swapping their profile photo with that of a chosen refugee and sharing his or her story on Facebook or by directly making a donation to the WU Foundation.

- Filtering - Participants were “matched” with a series of refugees based on a trait / profession they have in common (e.g., hopeful, artist, gamechanger, entrepreneur, courageous).
- Randomization - Refugee profiles were displayed randomly to ensure equal visibility.
- Photo Swapping and Sharing - Participants could swap their Facebook profile picture with that of their refugee match and share a post about their story via an automated process.
- Integration - A donation service was seamlessly integrated into the program to enable monetary donations.

RESULTS

